



For Release: October 13, 2008
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Wallen wins CEO Ironman World Championship in Kona *Honolulu resident earns 'World's Fittest CEO' title*

KONA, Hawaii—October 13, 2008—Honolulu resident Aaron Wallen, president of Haas Insulation, won first place in the 2008 CEO Ironman World Championship in Kona on Saturday. The CEO championship, a race within the larger 2008 Ford Ironman World Championship, was hosted by Boulder, Colo.-based CEO Challenges, (www.ceochallenges.com), the world leader in sport competitions designed specifically for C-level executives. By winning, Wallen earned the title of “*World’s Fittest CEO®*” for 2008.

Wallen completed the challenging Ironman course in 10:07:05, shaving almost one hour from his time at last year’s World Championship time. Wallen edged Peter Scharer, president and founder of Images in Foil, by just over seven minutes. Scharer completed the even in 10:14:45. Third place for the CEO Challenge World Championship went to Shayne Macherowski, owner of Evergreen L.A.N.D., who finished in a time of 10:47:23.

“We had an outstanding group of competitors for the CEO Challenge World Championship this year. It was a competitive race; Peter led through the swim, he and Aaron were pretty much neck-and-neck getting off the bikes, and then Aaron overtook him with a strong run,” said Ted Kennedy, president of CEO Challenges. “What amazes me with each CEO Challenge, especially the Ironman events such as this World Championship, is how incredibly athletic these individuals are while also maintaining very strenuous business schedules.”

Wallen is an accomplished amateur triathlete. He has finished the Ironman World Championship three times, including last year, when he finished in 11:03:00. He has also completed eight half-Ironman distance races and recently competed at the Lavaman Triathlon in Kona, earning second place in the Men 35-39 age group and seventh place in the Overall Amateur division. The Lavaman Triathlon earned Wallen his spot in Kona this year.

The 2008 Ford Ironman World Championship takes place annually in Kona. This year, a total of 1,808 triathletes began the 30th anniversary race, often called the most challenging endurance test in the world. Throughout the year, C-level executives compete in Ironmans, Ironman 70.3s and triathlons, hosted by CEO Challenges around the world, to earn a spot in Kona. The 2.4-mile open water swim is followed by a 112-mile bike ride and a 26.2-mile run across challenging lava-covered terrain.

This year, CEO Challenges will host almost 20 competitions specifically designed for CEOs worldwide.

About CEO Challenges (www.ceochallenges.com)

CEO Challenges is the world leader in sport competitions designed specifically for CEOs. The firm's goal is to find the world's best CEO in several sports. Founded in 2001 with the CEO Ironman Challenge, CEO Challenge has expanded to include CEO Triathlon, Golf, Cycling, Marathon, Fly Fishing, Sailing, Driving, Skiing and Tennis Challenges in settings worldwide.

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